

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Michelle Noelle Kast		11/13/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Joules Limited		
<b>Street Address:</b>	Rectory Farm Lodge, East Farndon Road		
<b>Internal Address:</b>	Marston, Trussell		
<b>City:</b>	Market Harborough		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	LE16 9TU		
<b>Entity Type:</b>	a limited company: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3382886	JOULE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(937)449-6405		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	937-449-6400		
<b>Email:</b>	anna.vislosky@dinslaw.com		
<b>Correspondent Name:</b>	Kimberly Gambrel - Dinsmore & Shohl LLP		
<b>Address Line 1:</b>	One South Main Street		
<b>Address Line 2:</b>	One Dayton Centre - Suite 1300		
<b>Address Line 4:</b>	Dayton, OHIO 45402		
<b>ATTORNEY DOCKET NUMBER:</b>	JOL 0001 TA/38881.1		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			

OP \$40.00 3382886

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Kimberly Gambrel

Signature:

/Kimberly Gambrel/

Date:

11/26/2008

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK

Whereas, Michelle Noelle Kast ("Assignor"), a citizen of the United States, having a post office address at P.O. Box 827, Shelter Island, New York, 11964, has used, and is using, the trademark "joule" (the "Mark") in connection with designer jewelry, and is the owner of the entire right, title and interest in and to U.S. Trademark Reg. No. 3,382,886, issued February 12, 2008, for the Mark in connection with such goods (the "Registration"); and

Whereas, Joules Limited ("Assignee"), a limited company of the United Kingdom, having a place of business at Rectory Farm Lodge, East Farndon Rd., Marston, Trussell, Market Harborough, Leicestershire LE16 9TU, U.K, has used and is using the trademark JOULES in connection with clothing, accessories and retail sales thereof, and desires to acquire the entire right, title and interest in and to the Mark and the U.S. Registration therefor, together with the goodwill of the business in connection with which the Mark is used;

Now, Therefore, the parties agree that, in exchange for good and valuable consideration, and pursuant to the terms of the Agreement executed by the parties concurrently herewith, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in and to the Mark and the Registration, and in and to the goodwill of the business in connection with which Assignor has used the Mark, the same to be held and enjoyed by Assignee, for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives; together with all claims for damages by reason of past infringement of the Mark, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

In witness whereof, the parties have executed this Agreement, effective as of the date of

signature by both parties to the Agreement.

Michelle Kast  
Michelle Noelle Kast

Date 11/13/08

State of NY :

County of USA NY : ss

On this 13<sup>th</sup> day of November, 2008, before me, a Notary Public, personally appeared Michelle Noelle Kast, known to me to be the person who executed the foregoing assignment.

Barbara Martini  
Notary Public

Joutles Limited

By [Signature]

Its Managing Director

Date 25<sup>th</sup> November 2008

